What's New and Exciting in Adobe Creative Suite 5

Adobe Creative Solutions | Jerry Silverman | Senior Solutions Engineer

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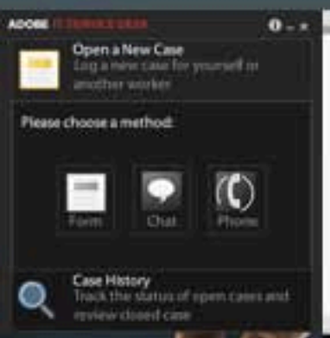
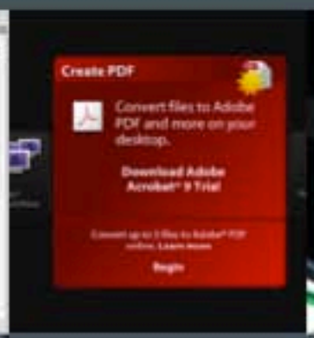
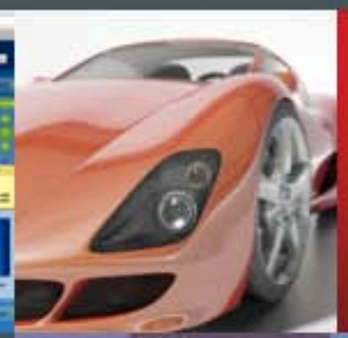
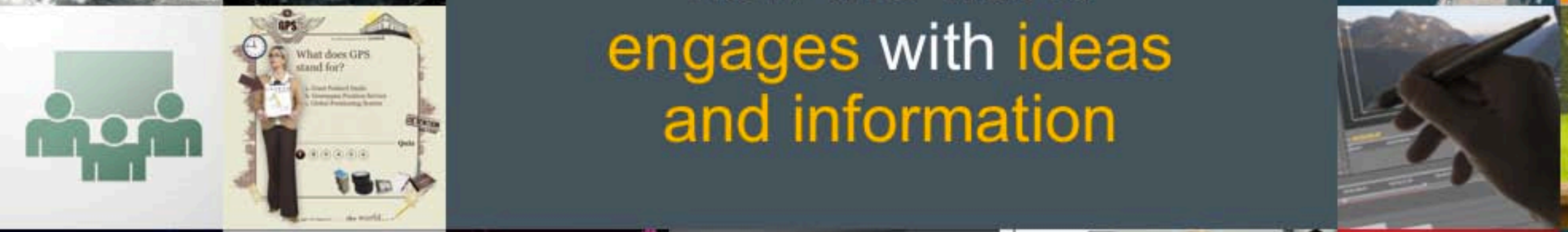
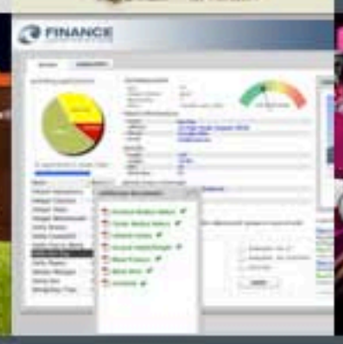


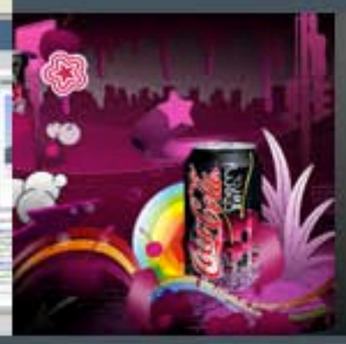




Adobe revolutionizes how the world engages with ideas and information







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A History of Innovation

Publishing

Electronic Documents

Interactive Media/ Websites

Rich Internet Applications

Engaging Experiences

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Engagement Matters More Than Ever

"Great design is a way to tell people that you value them."

Yves Béhar

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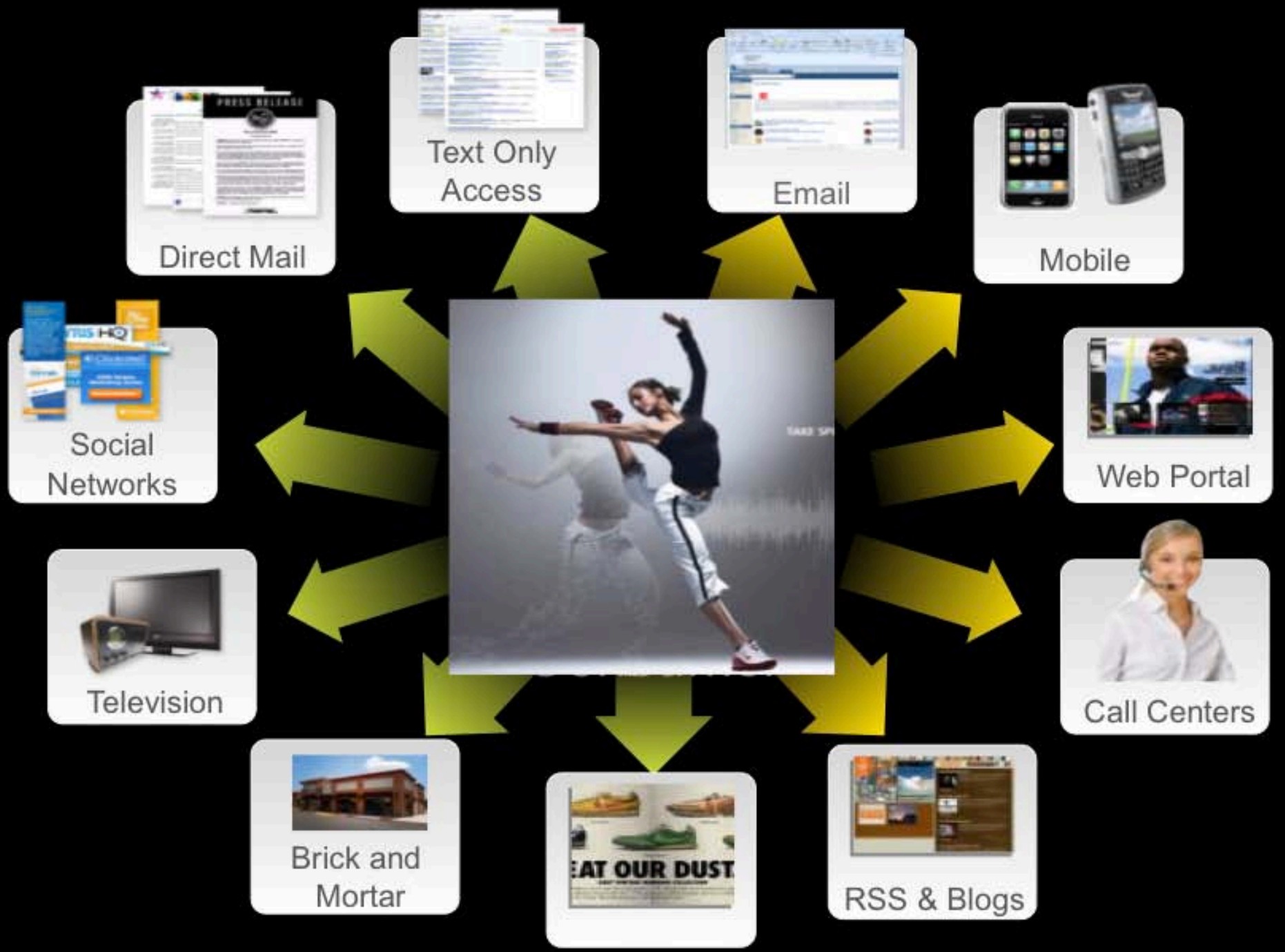
Customers Expect Cohesive Experiences Across All Channels



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Internet is the Backbone

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Proliferation of Media

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Cloud Computing

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Social Computing

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Key Challenges

Distinguishing your agency among the noise & clutter

Fewer resources & tighter budgets

Reaching your constituents everywhere

Proving & optimizing ROI

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Adobe Creative Suite 5: The Platform for Your Digital Strategy

Adobe CS5 enables you to:

- Create compelling content and applications that differentiate your brand
- Work faster with more productive, time saving workflows
- Deliver across multiple media & devices to reach more people in more places
- Optimize for greater effectiveness and ROI

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Completing the Creative Workflow

CREATE | **ASSEMBLE** | **MONETIZE/ TARGET** | **DELIVER** | **VIEW** | **ANALYZE & OPTIMIZE**

OMNITURE An Adobe company

Flash Media Server

ADOBE FLASH PLATFORM

OMNITURE An Adobe company

Scene 7

Flash Player 10.1

businesscatalyst An Adobe Group Company

Digital Magazine Bundling Tools

AIR Packager for iPhone/iPad

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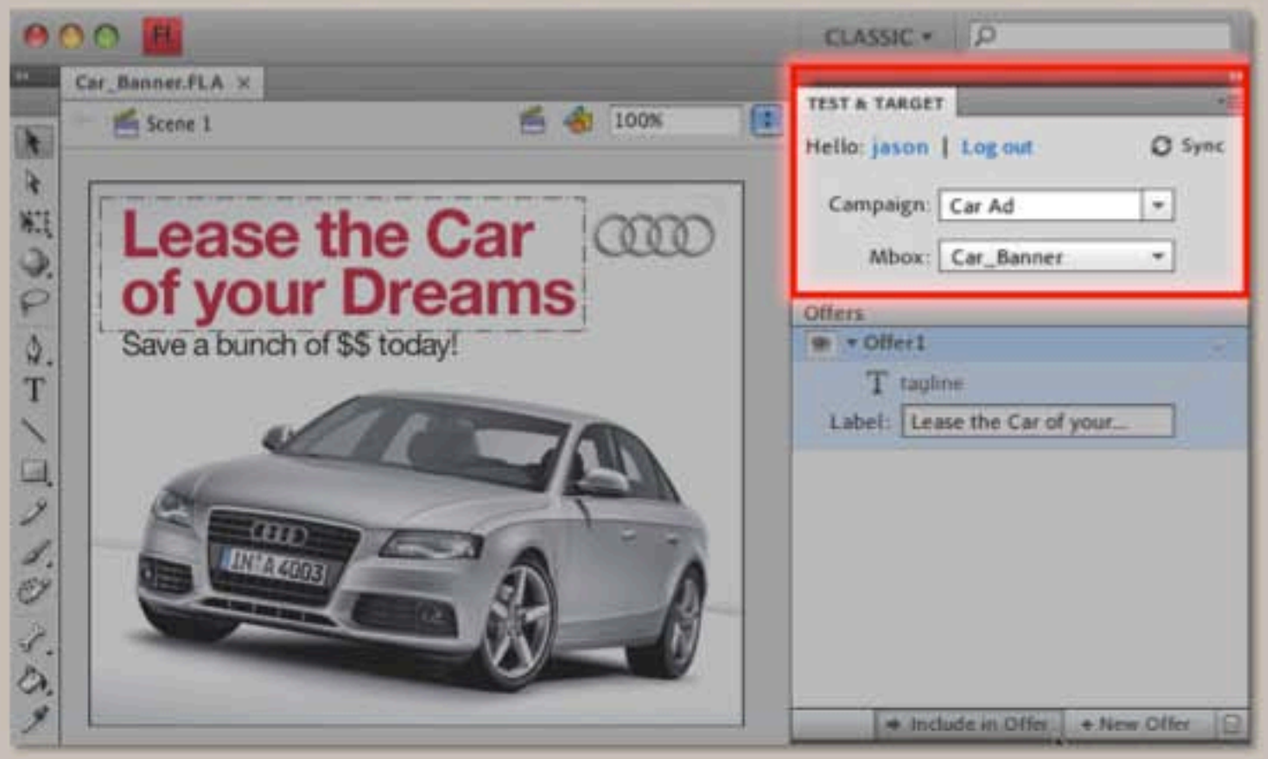
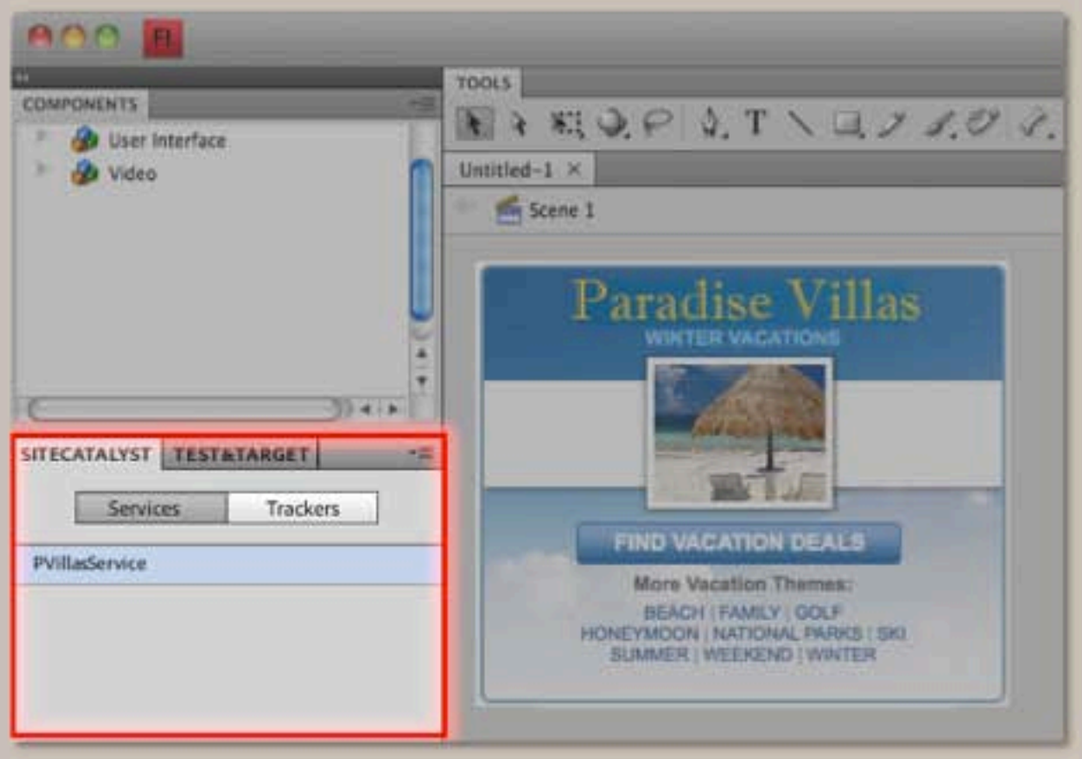
Omniture: Completing the Workflow

CREATE | ASSEMBLE | **MONETIZE/ TARGET** | DELIVER | VIEW | **ANALYZE & OPTIMIZE**

OMNITURE® An Adobe company

OMNITURE® An Adobe company





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CS5 Line-Up

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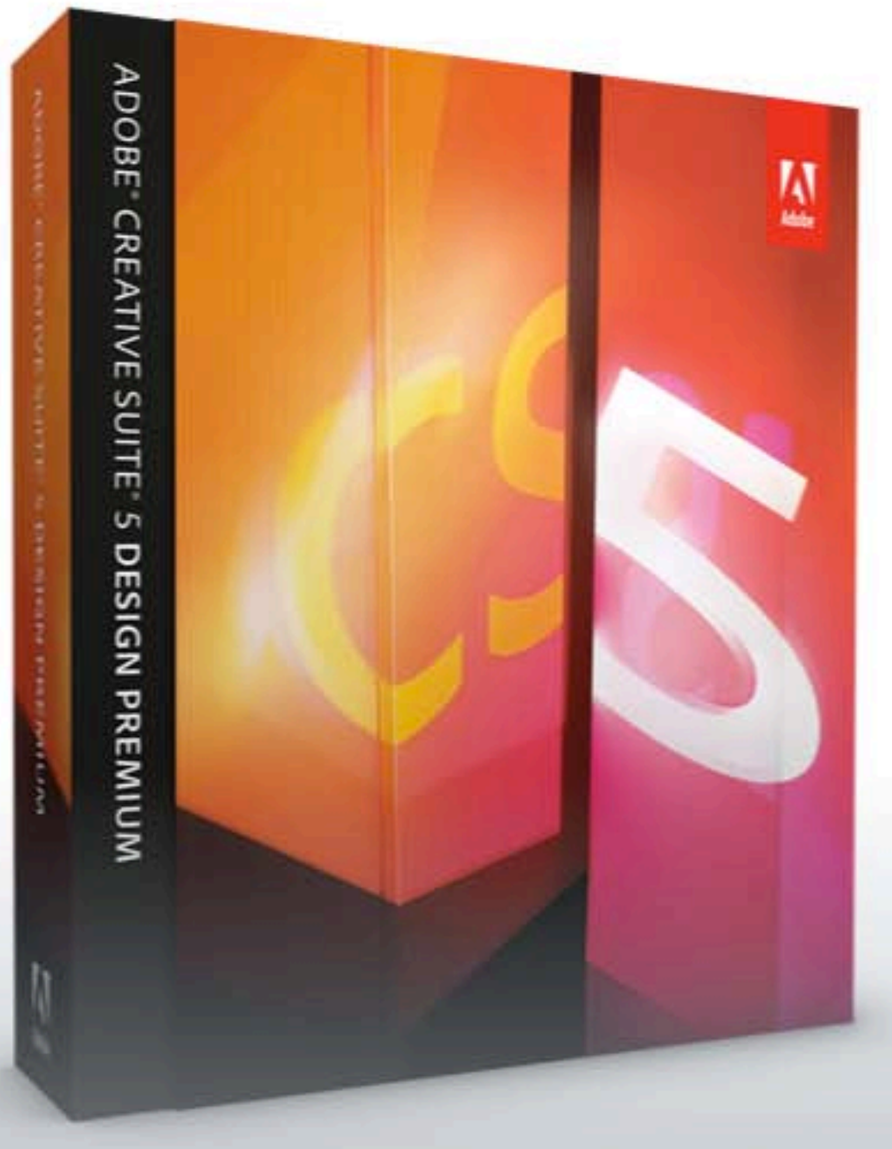
CS5 Design Premium: Top New Features



- Lifelike painting effects, 3D extrusions, and true edge detection
- Natural vector painting, accurate perspective tools, and beautiful strokes
- Multiple page sizes, simplified object selection, and interactive documents and presentations
- More efficient CSS-based designs
- Convenient asset handling with Mini Bridge
- Interactive design without writing code
- Enhanced eBook document design for Sony eBook Reader, Barnes & Noble nook, Amazon Kindle, and others
- High-quality typography in Flash content, plus enhanced controls for inverse kinematics
- CS Live for streamlined reviews, live meetings over the web, and web-page testing across browsers

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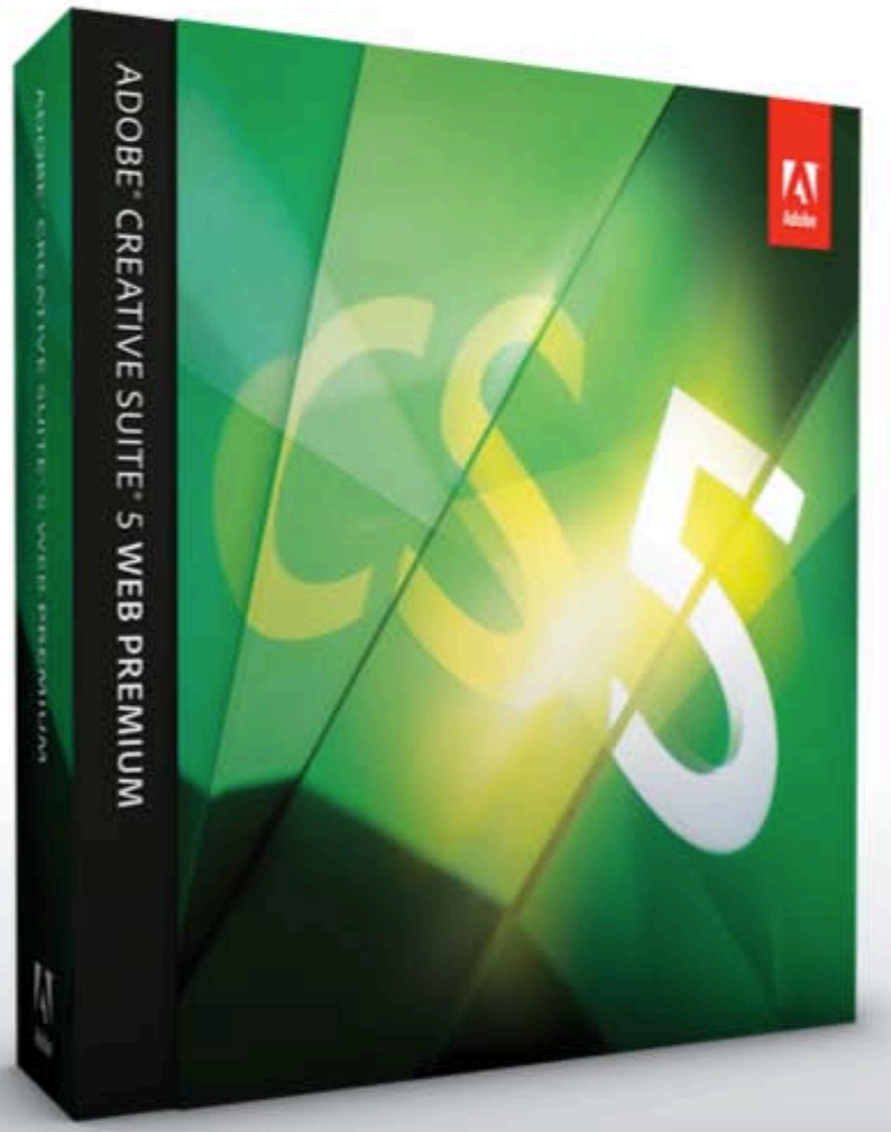
CS5 Web Premium: Top New Features



- Approachable interaction design
- New text engine, code snippets panel, and ActionScript editor in Flash Professional
- Application development for Flash Player, Adobe AIR, and the iPhone
- Easy 3D extrusions
- Crisp vector graphics for web and mobile devices
- Integrated CMS support and CSS inspection
- Accurate browser and OS compatibility testing with Adobe BrowserLab
- Integration between Flash Builder and Flash Catalyst and between Flash Builder and Flash Professional
- Universal mobile application development for iPhone, Blackberry, Android, and other devices

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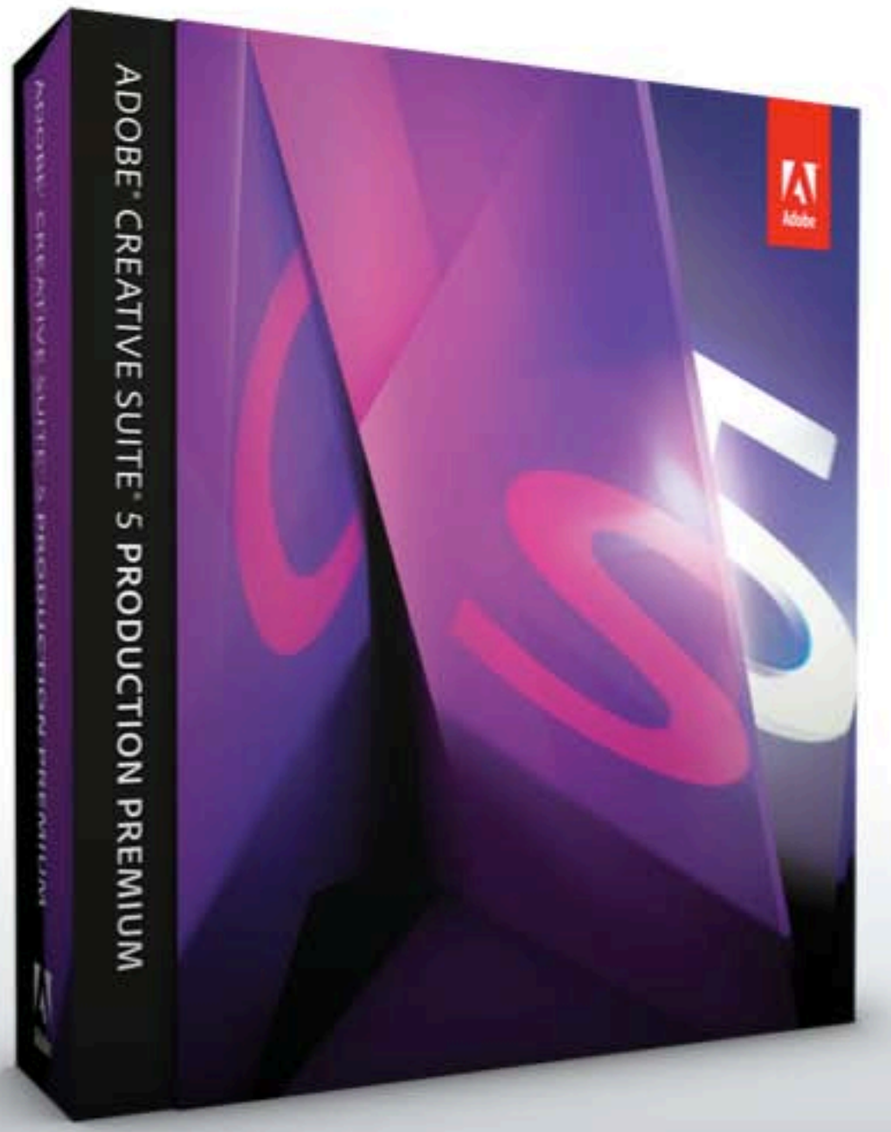
CS5 Production Premium: Top New Features



- Breakthrough 64-bit performance
- The new Mercury playback engine
- Script-to-screen workflow
- New Roto Brush
- Eye-popping 3D and naturalistic painting
- Enhanced round-trip editing with other NLEs such as Final Cut Pro and Avid
- Intuitive perspective drawing
- Interactive design with choice of tools
- Encoding and delivery for screens everywhere

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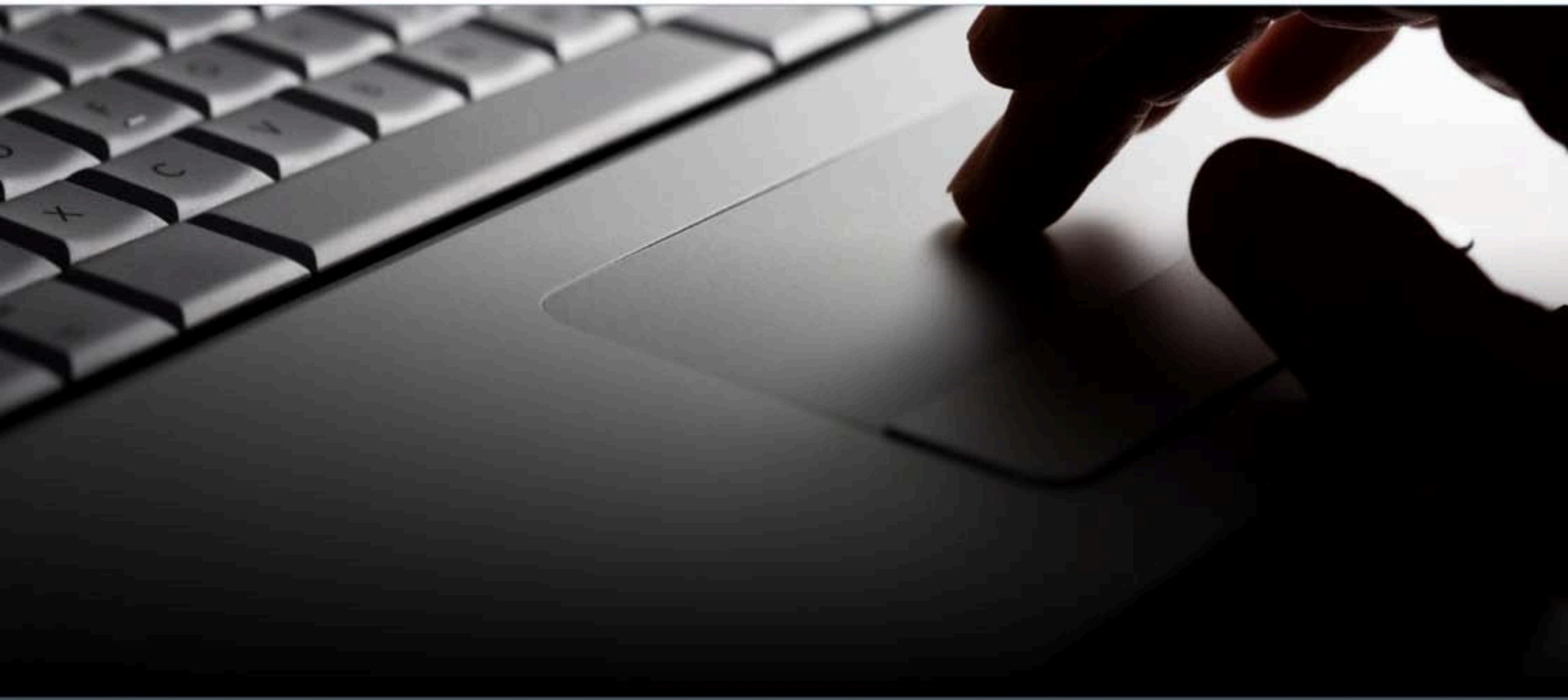
Adobe Creative Suite 5 Demo



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Creative Suite 5 More Information

- What's New in CS5: Tutorials
  http://tv.adobe.com/channel/whats-new-in-cs5/
- CS5 Launch Event:
  http://cs5launch.adobe.com/
- Creative Suite 5 Landing Page
  http://www.adobe.com/products/creativesuite/
- Adobe Government Home
  http://www.adobe.com/government/
- Government Bits
  http://blogs.adobe.com/adobeingovernment/

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